All RNNs California Statewide Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 -	April 1, 2005 -		Year Totals	
1	March	31, 2005	Septembe	er 30, 2005		1
	Utilized	Percent of	Utilized	Percent of	Average Utilized	Average Percent of
Activity	Channel	Agencies	Channel	Agencies	Channel	Agencies
RNN CONTRACTS	11	100%	11	100%	11	100%
CHANNELS						
Community Clinics	7	64%	7	64%	7	64%
Community Youth	-		-	0.5.0	-	0 2.0
Organizations	11	100%	11	100%	11	100%
Faith/Church	5	45%	6	55%	6	50%
Farmers' Markets/Flea Markets	11	100%	11	100%	11	100%
Festivals	10	91%	10	91%	10	91%
Food Closets/Food Pantries	6	55%	6	55%	6	55%
Food Stamp Offices	6	55%	7	64%	7	59%
Grocery Stores/Supermarkets	11	100%	10	91%	11	95%
Head Start	7	64%	7	64%	7	64%
Healthcare Facilities	5	45%	5	45%	5	45%
Healthy Start/First Five						
Commissions	6	55%	6	55%	6	55%
Indian Tribal Organizations	5	45%	4	36%	5	41%
Internet/Web	8	73%	9	82%	9	77%
Other Community Based						
Organizations	7	64%	9	82%	8	73%
Parks, Recreation Centers	9	82%	11	100%	10	91%
Print	10	91%	10	91%	10	91%
Public Health Department	10	91%	11	100%	11	95%
Radio	9	82%	11	100%	10	91%
Restaurants/Diners/Catering						
Trucks	4	36%	7	64%	6	50%
Schools (K-12)/School Districts	11	100%	11	100%	11	100%
Senior Centers	2	18%	4	36%	3	27%
Soup Kitchens/Congregate Meal	3	250/	4	2.60/		220/
Sites		27%		36%	4	32%
Television	8	73%	8	73%	8	73%
Universities, Community		FF0/	_	550/	_	FF0/
Colleges University California	6	55%	6	55%	6	55%
,	0	000/	11	1000/	10	010/
Cooperative Extensions Web/Other Media	9	82% 36%	11	100%	10	91%
WIC Sites	9		8 10	73% 91%	6 10	55% 86%
Wic Sites Worksites/Employers/Labor	9	82%	10	91%0	10	86%
• •	5	450/	8	720/	7	E00/
Groups Other	0	45% 0%	0	73% 0%	0	59% 0%
RNN TOTALS	U	0%	U	U%0	U	U%0

All RNNs California Statewide Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	orting Pariod I		_	, 2005 - r 30, 2005	Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	11		11			
TV						
paid TV ads	4	11,125,000	3	10,383,840	7	21,508,840
free TV ads	1	165,000	1	5,610,000	2	5,775,000
Radio						
paid radio ads	3	1,176,501	2	5,000,004	5	6,176,505
free radio ads	0	0	5	12,235,219	5	12,235,219
Print						
paid ads placed	2	30,500	8	235,010	10	265,510
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	1	48,000	2	9,135,404	3	9,183,404
RNN TOTALS	11	12,545,001	21	42,599,477	32	55,144,478
Consumer Impressions may be dupli	cated counts					

All RNNs California Statewide Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting 1 eriou	March	31, 2005	September 30, 2005		1001 100015	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	11		11			
TV						
# Agencies that submitted media alerts or						
tip sheets to TV	5	n/c	8	n/c	13	n/c
# Media alerts or tip sheets submitted	225	n/c	325	n/c	550	n/c
# Agencies that submitted press releases	5	n/c	7	n/c	12	n/c
# press releases submitted	278	n/c	108	n/c	386	n/c
TV stories aired from releases	17	n/c	34	n/c	51	n/c
Total TV interviews conducted	18	n/c	47	n/c	65	n/c
TV stories from interviews	24	23,579,100	40	29,657,750	64	53,236,850
Total number of TV inputs	572	23,579,100	569	29,657,750	1,141	53,236,850
Radio						
# Agencies that submitted media tip						
sheets to radio	3	n/c	8	n/c	11	n/c
# Media alerts or tip sheets submitted	223	n/c	125	n/c	348	n/c
# Agencies that submitted press releases	1	n/c	5	n/c	6	n/c
# Press releases submitted to radio	2	n/c	96	n/c	98	n/c
Radio Stories from releases	4	n/c	21	n/c	25	n/c
Total # radio interviews conducted	7	n/c	26	n/c	33	n/c
Total # radio interviews aired	9	200,800	29	5,055,800	38	5,256,600
Total number of radio inputs	249	200,800	310	5,055,800	559	5,256,600
D. C.						
Print		1 1			T	Г
# Agencies that submitted any tip sheets						
to newspaper	7	n/c	9	n/c	16	n/c
# Media alerts or tip sheets submitted	51	n/c	492	n/c	543	n/c
# Agencies that submitted press releases	6	n/c	11	n/c	17	n/c
# Press releases submitted to print	98	n/c	508	n/c	606	n/c
Total print stories printed	24	2,695,755	34	3,540,658	58	6,236,413
Interviews with print outlets	7	n/c	38	n/c	45	n/c
Print Stories from interviews	11	3,693,750	32	9,199,670	43	n/c
Total number of print inputs	204	6,389,505	1,124	12,740,328	1,328	6,236,413
RNN TOTALS	1,025	30,169,405	2,003	47,453,878	3,028	64,729,863
n/c = not collected						
Consumer Impressions may be duplicated of	counts					

All RNNs California Statewide Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	11		11			
# Feature Articles Submitted	17	n/c	46	n/c	63	n/c
Total Feature Stories Run	17	5,047,000	30	7,697,300	47	12,744,300
# Letters to Editor Submitted	5	n/c	15	n/c	20	n/c
Total Letters to the Editor Run	3	1,327,700	14	1,973,840	17	3,301,540
Total Editorial Board Meetings						
Attended	0	n/c	0	n/c	0	n/c
RNN TOTAL	42	6,374,700	105	9,671,140	147	16,045,840

n/c = not collected

All RNNs California Statewide Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

October 1, 2004 -		April 1, 2005 -		Year Totals	
	Number of	•	Number of	Total Number	Total
Events / Activities	(Consumer	Events / Activities	(Consumer Impressions)	of Events / Activities	Consumer Impressions
11		11			1
24	1,402	410	96,729	434	98,131
98	136	254	6,937	352	7,073
61	6,079	10,171	119,533	10,232	125,612
183	7,617	10,835	223,199	11,018	230,816
14	4,245	251	152,642	265	156,887
3	355	119	7,026	122	7,381
6	905	23,225	188,355	23,231	189,260
23	5,505	23,595	348,023	23,618	353,528
2	305	10	512	12	817
0	0	3	638	3	638
3	805	3	680	6	1,485
5	1,110	16	1,830	21	2,940
4,290	1,946,842	7,098	1,124,208	11,388	3,071,050
2,174	26,786	84	158,096	2,258	184,882
096	112 602	Q01	201 441	1 967	315,133
7, 450	2,087,320	8,063	1,483,745	15,513	3,571,065
	March 3 Number of Events / Activities 11 24 98 61 183 14 3 6 23 2 0 3 5	March 31, 2005 Number of Events / Activities Number of Participants (Consumer Impressions) 11 24 1,402 98 136 61 6,079 183 7,617 14 4,245 3 355 6 905 23 5,505 2 305 0 0 3 805 5 1,110 4,290 1,946,842 2,174 26,786	March 31, 2005 September of Participants (Consumer Impressions) Number of Events / Activities 11 11 24 1,402 410 98 136 254 61 6,079 10,171 183 7,617 10,835 14 4,245 251 3 355 119 6 905 23,225 23 5,505 23,595 2 305 10 0 0 3 3 805 3 5 1,110 16 4,290 1,946,842 7,098 2,174 26,786 84	March 31, 2005 September 30, 2005 Number of Events / Activities Number of Participants (Consumer Impressions) Number of Events / Activities Number of Participants (Consumer Impressions) 11 11 24 1,402 410 96,729 98 136 254 6,937 61 6,079 10,171 119,533 183 7,617 10,835 223,199 14 4,245 251 152,642 3 355 119 7,026 6 905 23,225 188,355 23 5,505 23,595 348,023 2 305 10 512 0 0 3 638 3 805 3 680 5 1,110 16 1,830 4,290 1,946,842 7,098 1,124,208 2,174 26,786 84 158,096	March 31, 2005 September 30, 2005 Year of Participants (Consumer Activities Impressions) Number of Events / Activities Number of Participants (Consumer Impressions) Number of Events / Activities Number of Participants (Consumer Impressions) Total Number of Events / Activities 11 11 11 24 1,402 410 96,729 434 98 136 254 6,937 352 61 6,079 10,171 119,533 10,232 183 7,617 10,835 223,199 11,018 14 4,245 251 152,642 265 3 355 119 7,026 122 6 905 23,225 188,355 23,231 23 5,505 23,595 348,023 23,618 2 305 10 512 12 0 0 3 638 3 3 805 3 680 6 5 1,110 16 1,830 21

Reach of Sales Promotions Activities continued on the next page

All RNNs California Statewide Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) Reporting Period October 1, 2004 - March 31, 2005 - September 30, 2005 Number of Participants (Consumer Events / Activities Impressions) Activities Impressions) Activities Impressions) Activities Impressions) Activities Impressions)

Activity	Number of Events / Activities	Participants (Consumer Impressions)	Number of Events / Activities	Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	11		11			
Other Special Events						
# organized sports events	13	3,416	10	4,895	23	8,311
# health fairs	73	53,418	294	143,129	367	196,547
# festivals	10	30,405	68	400,158	78	430,563
# community forums	11	2,361	19	3,302	30	5,663
# federal food assistance	2	500	1	12,000	3	12,500
# walk to school	0	0	18	7,000	18	7,000
# TV turn off	0	0	2	650	2	650
# radio remotes	3	2,218	14	153,698	17	155,916
# of other events	53	12,313	26	16,959	79	29,272
Total Special Events	165	104,631	452	741,791	617	846,422
RNN TOTALS	376	118,863	34,898	1,314,843	35,274	1,433,706

All RNNs California Statewide Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Demonstruct Deviced	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Reporting Period						
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
RNN CONTRACTS	11		11			
Classes and Trainings						
# nut ed classes conducted	5,835	202,443	8,497	538,527	14,332	740,970
# provider training classes	115	1,655	222	2,694	337	4,349
# nutrition decathlon	25	2,878	335	50,559	360	53,437
# pa-nut class	3	576	49	4,232	52	4,808
# "other" classes	49	4,440	95	1,988	144	6,428
Total Classes and Trainings	6,027	211,992	9,198	598,000	15,225	809,992

Reach of Network Personal Sales Activities for RNNs on the following page

	All RN	Ns Califor	nia Statew	ide		
Reach Pe	rsonal Sales	for Federal	Fiscal Year	05 (Page 2 o	of 4)	
Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
. 0	March 3	Number of Participants (Consumer	Septembe Quantity	Number of Participants (Consumer	Total Quantity	Number of Participants (Consumer
Activity	Distributed	Impressions)	Distributed	Impressions)	Distributed	Impressions)
RNN CONTRACTS	11		11			
Materials Distributed						
Newly Developed Materials						
# curriculums and lessons developed	12,020	n/c	12,416	n/c	24,436	n/c
# promotional items developed	2,880	n/c	82,959	n/c	85,839	n/c
# other items developed	10,000	n/c	7,702	n/c	17,702	n/c
Total Newly Developed Materials	24,900	n/c	103,077	n/c	127,977	n/c
Previously Developed Materials						
# curriculums and lessons previously developed	383	n/c	520	n/c	903	n/c
# promotional items previously developed	239,803	n/c	270,658	n/c	510,461	n/c
# other items previously developed	66,424	n/c	87,790	n/c	154,214	n/c
Total Previously Developed Materials	306,610	n/c	358,968	n/c	665,578	n/c
Other Nutrition Materials, Non-Network Produced						
# Other Program curriculum previously developed	31	n/c	94	n/c	125	n/c
# Other Program promotional item previously developed	6781	n/c	10127	n/c	16,908	n/c
# Other Program other types of materials previously developed	2738	n/c	2410	n/c	5,148	n/c
Total Other Nutrition Materials, Non-Network Produced	9,550	n/c	12,631	n/c	22,181	n/c
n/c = not collected						
Reach of Network Personal Sales Ac		Ns on the follow	wing page			
Consumer Impressions may be dupl	icated counts					

All RNNs California Statewide Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals				
Reporting Feriod									
		Number of		Number of		Number of			
		Participants		Participants		Participants			
	Quantity	(Consumer	Quantity	(Consumer	Total Quantity	(Consumer			
Activity	Distributed	Impressions)	Distributed	Impressions)	Distributed	Impressions)			
RNN CONTRACTS	11		11						
Food Stamp Materials									
Changing the Scene	1	n/c	1	n/c	2	n/c			
Nutrition Nibbles	2	n/c	0	n/c	2	n/c			
Fruits and Vegetables Galore	1	n/c	1	n/c	2	n/c			
Other	986	n/c	33,837	n/c	34,823	n/c			
Total Food Stamp Materials	990	n/c	33,839	n/c	34,829	n/c			

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

All RNNs California Statewide									
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)									
Reporting Period		October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Totals			
Activity	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Total Internet Hits (Duplicate Count)			
RNN CONTRACTS	11		11						
Internet						_			
# Websites	10	408,821	11	508,115	n/a	916,936			
Total Internet	10	408,821	11	508,115	n/a	916,936			
RNN TOTALS	348,087	620,813	517,724	1,106,115	865,790	1,726,928			
n/a = not applicable			·	·		·			

All RNNs California Statewide Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October	1, 2004 -	April 1	, 2005 -	Year Totals	
Reporting Period	March 31, 2005		September 30, 2005		rear rotais	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Policy Change	Average Percent of Agencies
RNN CONTRACTS	11	100%	11	100%	11	100%
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	10	91%	11	100%	11	95%
Developed/maintained school or community garden	5	45%	4	36%	5	41%
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	5	45%	6	55%	6	50%
Improved access and appearance of stairwells	2	18%	2	18%	2	18%
Improved food choices in cafeterias and worksites	6	55%	7	64%	7	59%
Improved transportation to and from markets	0	0%	1	9%	1	5%
Increased daily nutrition announcements, tips and posters in schools and worksites Increased distribution and access to	8	73%	7	64%	8	68%
fruits and vegetables in local stores	3	27%	3	27%	3	27%
Increased fruits and vegetables at group functions	10	91%	10	91%	10	91%
Increased lighting, paths, times to promote biking and walking	1	9%	4	36%	3	23%
Increased promotion of and access to information for federal food assistance programs	8	73%	10	91%	9	82%
Initiated/Implemented farmers' market, coop, CSA or other ag. related environmental change	3	27%	5	45%	4	36%
Initiated/Implemented school salad bar program	5	45%	4	36%	5	41%
Limited access to high fat milk products	3	27%	2	18%	3	23%
Limited access to soda	7	64%	7	64%	7	64%
Limited access to unhealthy foods	7	64%	6	55%	7	59%
Made healthy snack carts available Replaced vending machine choices with healthier foods	5 7	45% 64%	9	36% 82%	5 8	41% 73%
RNN TOTALS	•	01/0		32,0	Ü	, 5, 70

Policy, Systems & Environment changes continue on the next page.

All RNNs California Statewide Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October March 3	1, 2004 - 31, 2005	April 1 Septembe	, 2005 - r 30, 2005	Year Totals	
	Support Policy	Percent of	Support Policy	Percent of	Average Support Policy	Average Percent of
Activity	Change	Agencies	Change	Agencies	Change	Agencies
RNN CONTRACTS	11	100%	11	100%	11	100%
POLICY						
Adopt local policies that require						
sidewalks, bike paths and safe						
routes	6	55%	5	45%	6	50%
Establish policies that make after						
school programs are available						
and promote nutrition and						
physical activity	4	36%	5	45%	5	41%
Established commercial free						
schools	6	55%	4	36%	5	45%
Established policies about						
serving healthier foods at						
meetings or event	8	73%	8	73%	8	73%
Established policies regarding						
food stamps, food security or						
food banks	7	64%	6	55%	7	59%
Established policies that						
decreased unhealthy foods and						
beverages at schools	6	55%	7	64%	7	59%
Established policies that ensure						
implementation of physical						
education in K-12	5	45%	6	55%	6	50%
Established policies that require						
at least 50% of food in school						
food service are healthy options	9	82%	10	91%	10	86%
Established policies to encourage						
development of healthy food						
vendors	4	36%	7	64%	6	50%
Ratified rules to promote						
physical activity	2	18%	3	27%	3	23%
Worked with Farmers' Markets						
to increase participation in food						
assistance programs	10	91%	8	73%	9	82%
Worked with groups for policy						
agenda	9	82%	10	91%	10	86%
RNN TOTALS						